



MANAGEMENT SCIENCE ASSOCIATES, INC.

MARKET SCIENCE ASSOCIATES

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September 22, 1994

Mr. Jon Turner
PHILIP MORRIS, U.S.A.
120 Park Avenue
New York, NY 10017

Dear Jon:

Enclosed are the following materials that will enable you to install PCMARIS on your PC:

1. Two install diskettes with card containing install instructions
2. Diskette containing the seven databases for which tracking is being provided on a four-weekly basis with loading instructions.
3. Index showing the contents of each of the seven tracking reports
4. Two copies of the PCMARIS users guide and PCMARIS Calculations users guide.

If needed MSA can arrange for a training/familiarization session on PCMARIS either here or in New York. Pat Enderle who conducts these sessions passes through New York frequently so that there will be no problem in arranging a session for you.

With kind regards,

Ivor McGloughlin
Vice President

Enclosures

cc: Joe Sakach
Amy Chen
Kathy Keener
Pat Enderle
John Kimicata

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